

BUILDING A COHESIVE NETWORK IN A CANCER SCREENING PROGRAM

The Utah Cancer Control Program (UCCP) invites members of the clinical and health education community to their annual conference on Thursday, September 26, 2002 in Salt Lake City. The theme at this year's conference is *Building a Cohesive Network in A Cancer Screening Program* and includes speakers from around the state.

By the end of the conference you will be able to:

- Identify specific ways in which organizations, communities, schools and businesses can work together to eliminate health disparities and improve information about women's screening services.
- Learn how to manage stress under a multiple task environment.
- Shed some new light on your knowledge about pathology and radiology services.
- Learn the emerging scientific evidence linking mental and physical images and the role of public health.

Who should attend?

- Health care providers and staff contracting with the Utah Cancer Control Program
- Health educators, secretaries and nurses from local health departments
- Outreach workers and patient advocates
- Community supporters
- Interpreters

At the Utah Cancer Control Program's 2002 conference you will be treated to keynote speakers and presentations on breast and cervical cancer care, education and promotion. Please set aside September 26, 2002, to join us. We look



*Utah Cancer
Control
Program*

A JOINT PROGRAM OF THE
UTAH DEPARTMENT OF
HEALTH AND UTAH'S LOCAL
HEALTH DEPARTMENTS

1-800-717-1811

No Registration Fee Required.

Please RSVP at:
UCCP
Annual Conference
PO Box 142107
Salt Lake City, Utah 84114-2107

Accreditation: HealthInsight is accredited by the Utah Medical Association to provide continuing medical education for physicians.

Designation: HealthInsight designates this continuing medical education activity for a maximum of ___ credit hours in Category 1 of the Physician Recognition Award of the American Medical Association. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

Faculty Disclosure: HealthInsight adheres to ACCME Standards regarding industry support of continuing medical education, and the disclosure of faculty and commercial sponsor relationships (if any) will be made known at the activity. Speakers are also expected to openly disclose inclusion of discussion of any off-label, experimental, or investigational use of drugs, devices, or equipment in their presentations.

ADA: HealthInsight complies with the American Disabilities Act by providing qualified individuals with disabilities access to HealthInsight programs, services and activities. Reasonable prior notice is needed to arrange accommodations. Please call 801-892-0155 to request an accommodation.

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SEPTEMBER 26, 2002
WESTCOAST HOTEL

ANNOUNCING THE UTAH
CANCER CONTROL
PROGRAM'S
ANNUAL CONFERENCE
HELD AT THE
WESTCOAST HOTEL
SALT LAKE CITY
SEPTEMBER 26,

HONORING:

SECRETARIES

HEALTH EDUCATORS

SCREENERS



THE UTAH CANCER
CONTROL PROGRAM

A JOINT PROGRAM OF THE UTAH DEPARTMENT OF HEALTH

PRESENTATION DESCRIPTIONS

8:00 - 8:30 AM	Continental Breakfast and Registration	MARC E. BABITZ, M.D. UNIVERSITY OF UTAH MEDICAL SCHOOL	Effective and efficient health care delivery is dependent on the provision of health care services in a culturally competent manner. Because of the increasing diversity of the U.S. population, this issue is becoming of even greater importance for our current health care system. This presentation provides a background and definition of cultural competence and offers some well-accepted frameworks for understanding cultural differences in health care and how to overcome them.	JULIE A. GAST PH.D., CHES UTAH STATE UNIVERSITY	Presentation and discussion will focus on how to spread the word concerning existing health services in local communities, how to conduct simple needs assessments, and how to effectively market incentives to attract target populations to attend health educational programs. Concepts of social marketing and effective health promotion methods on a limited budget will be shared.
8:30 - 8:45	Welcome and Introductions Rod L. Betit <i>Executive Director of the Utah Department of Health</i>				
8:45 - 9:45	Keynote Speaker Marc E. Babitz, M.D. <i>Cultural Diversity and Health</i>				
9:45 - 10:45	Steven R. Hawkes, ED.D., CHES <i>Making Peace with the Image in the Mirror</i>	STEVEN R. HAWKS, ED.D., CHES BRIGHAM YOUNG UNIVERSITY	For many, self-esteem drops dramatically during adolescence—most often due to appearance and body image issues that may threaten happiness and emotional growth well into adult life. This presentation examines the social and cultural determinants of body image and self-esteem, and offers alternative paths for achieving self-fulfillment, holistic health, and self-worth at any size.	ROBERT E. SORENSON, PH.D. UTAH STATE UNIVERSITY	Two prime purposes of stress management are to decrease burnout and enhance individual peak performance. By understanding and participating in the "stress zoning" process, we are able to perform at appropriately managed stress levels and enhance all activities. Models of stress reaction, reversals, management, and relaxation will be presented, and a determination of your ideal peak performance "stress zoning" score will be calculated. You can be at your best without additional stress.
10:45 - 11:00	Break				
11:00 - 12:00	Dennis Lombardi, M.D. <i>The Pathologist in the Diagnosis and Treatment of Breast Cancer</i>	DENNIS LOMBARDI, M.D. SALT LAKE REGIONAL MEDICAL CENTER	Discussion of how pathology is used in the diagnosis and treatment of breast cancer. This will include the concepts of tumor type, grade, and stage. The use of cytology, histology and immunologic techniques will be discussed. At the end of the presentations the audience should have a better idea about the use of pathology for not only diagnosis, but also staging and how that relates to prognosis, as well as the development of treatment strategies.	ANNE KENNEDY, M.D. UNIVERSITY OF UTAH HOSPITAL	The presentation will review how breast imaging fits into the cohesive network of cancer screening. We will cover how patients present for breast imaging, the work up of abnormal screening findings or signs and symptoms of breast disease. Minimally invasive breast cancer diagnosis and post lumpectomy/mastectomy surveillance will also be covered. Finally, we will review the BIRADS system and the language of the radiology report.
12:00 - 1:00	Lunch Provided				
1:00 - 2:00	Julie A. Gast, Ph.D., CHES <i>Simple, Effective Health Promotion Methods</i>				
2:00 - 3:00	Robert E. Sorenson, Ph.D. <i>Burnout or Peak Performance: Purposeful Stress Management</i>				
3:00 - 3:15	Break				
3:15 - 4:15	Closing Keynote Anne Kennedy, M.D. <i>Breast Imaging: Part of a Cohesive Cancer Screening Network</i>				
4:15 - 5:00 PM	Closing and Awards				